



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

October/November 2022

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about Rwanda, a country in Africa.

(a) Explain **two** reasons why environmental impacts should be monitored in the national parks in Rwanda.

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[4]

(b) Discuss how tour operators can encourage responsible tourist behaviour.

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2 Refer to Fig. 2.1 (Insert), information about Desert Tourism, a Destination Management Company (DMC) in Oman, a country in the Middle East.

(a) Explain **two** reasons why a DMC, such as Desert Tourism, must have ‘excellent local expertise’.

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[4]

(b) Assess the benefits to Desert Tourism of targeting specialised markets.

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(c) Evaluate why Oman should invest in the long-term benefits of tourism.

A series of horizontal dotted lines provided for the student to write their response.

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